

FIG. 1A

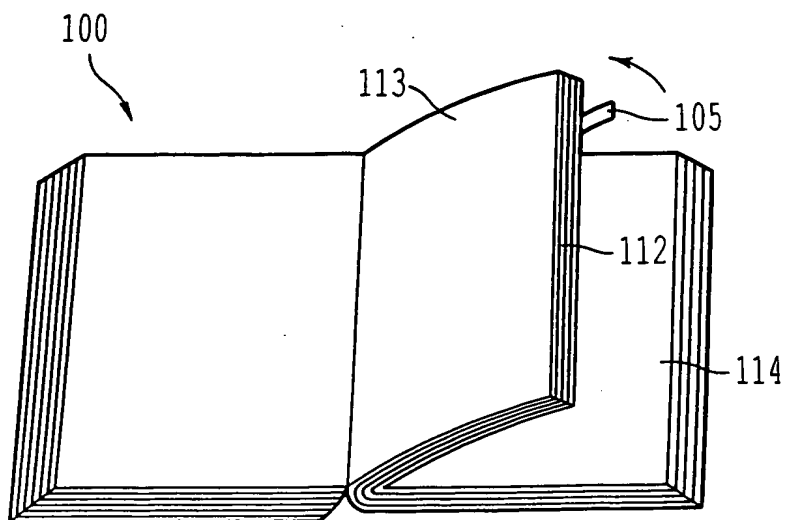


FIG. 1B

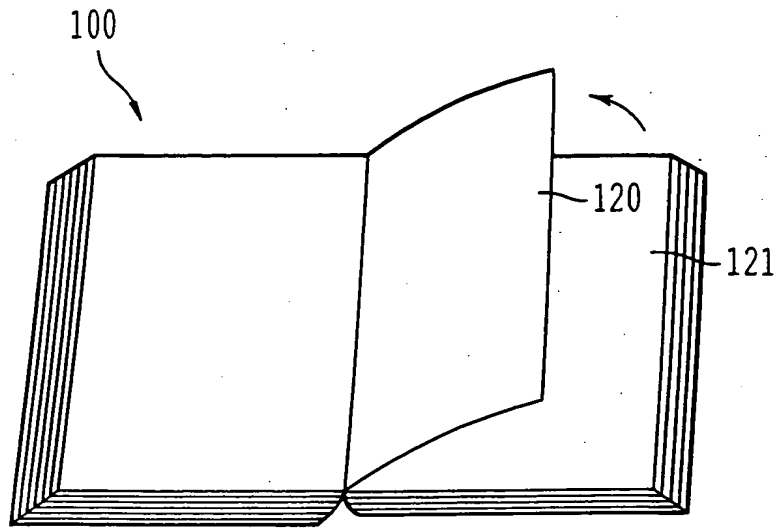


FIG. 1C

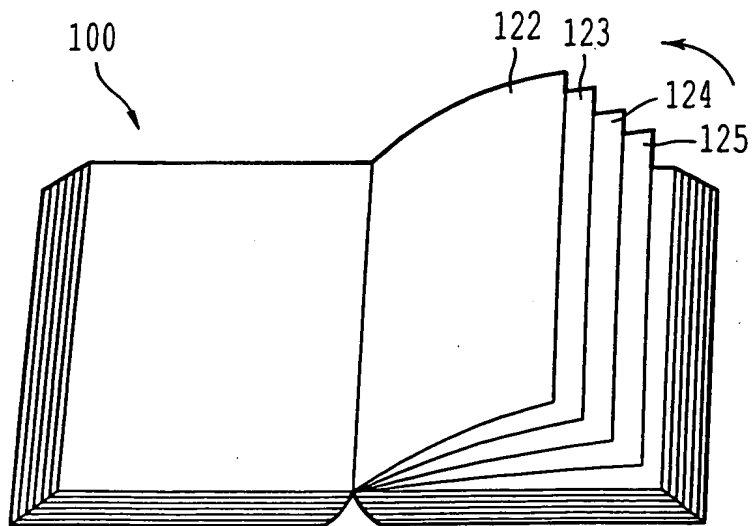


FIG. 1D

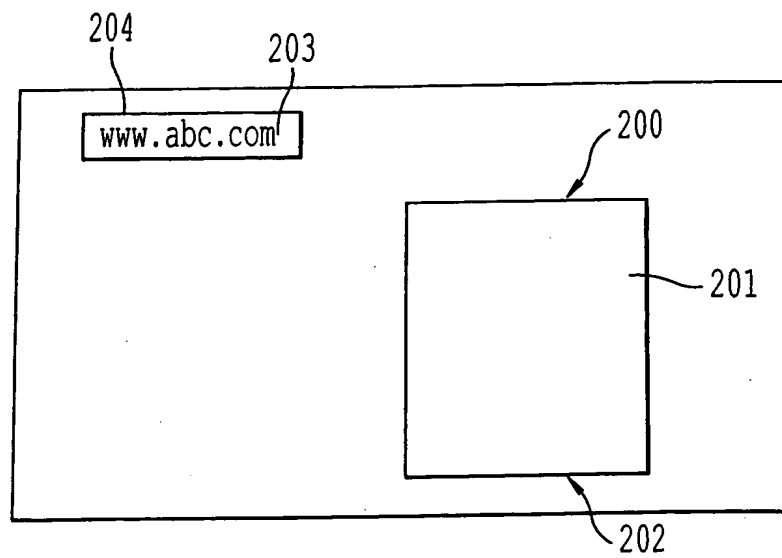
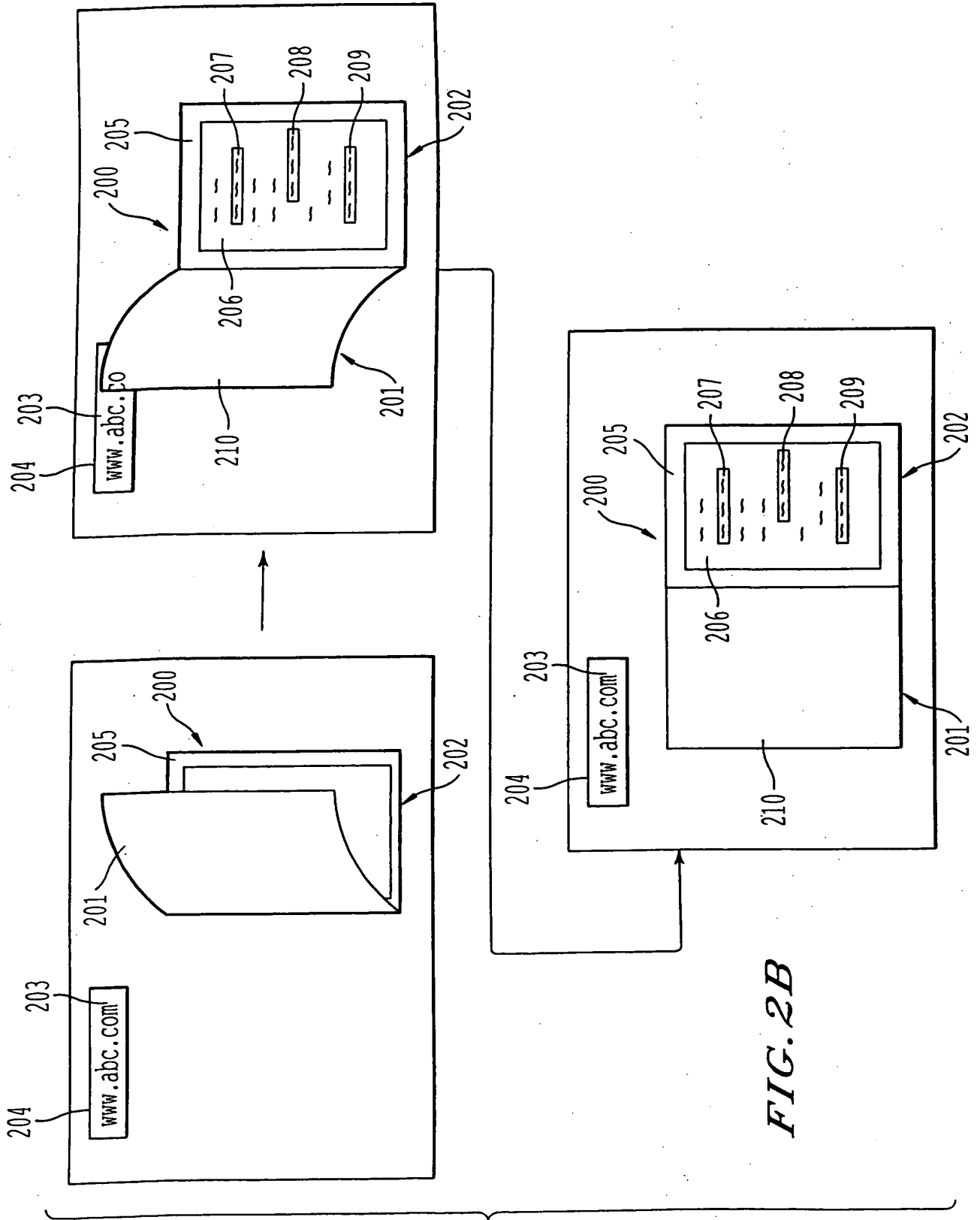
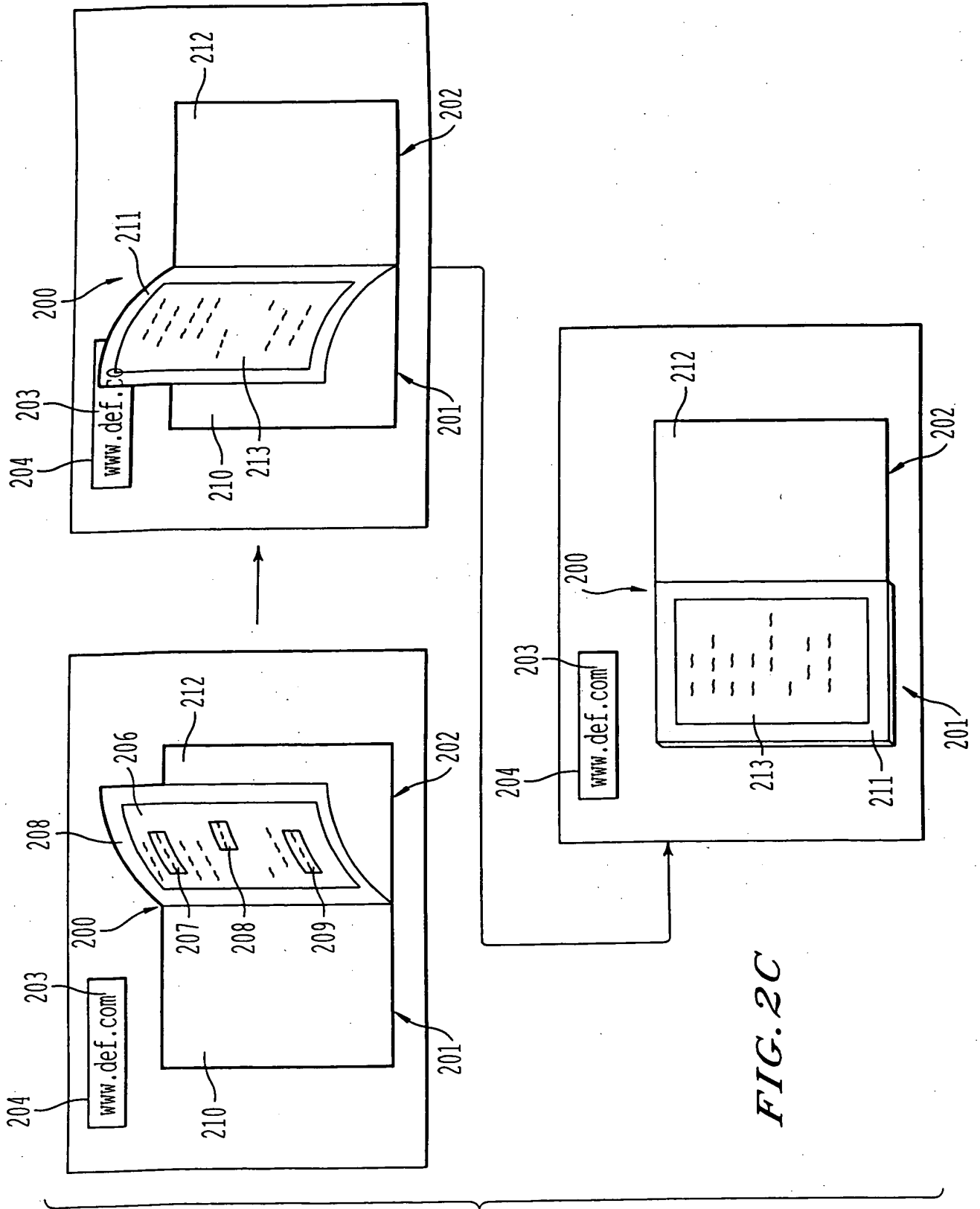


FIG. 2A





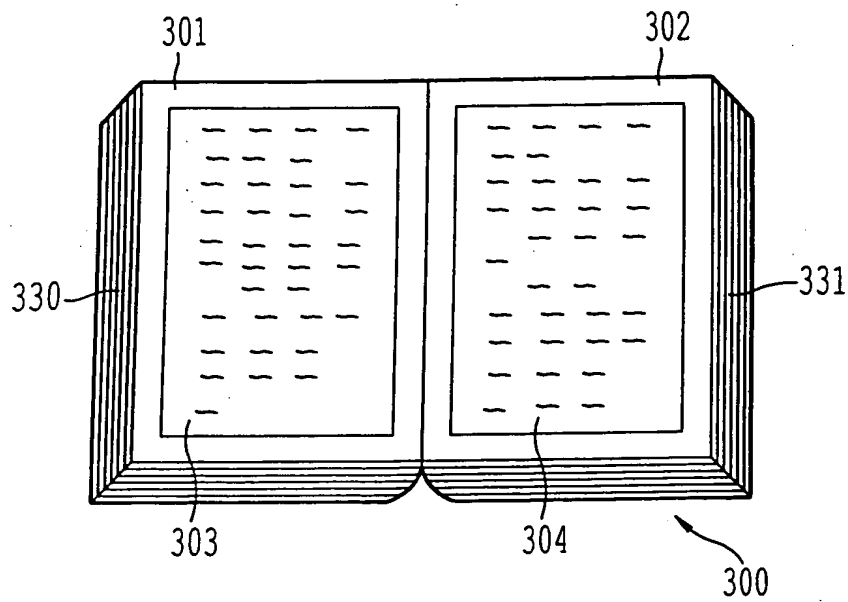


FIG. 3A

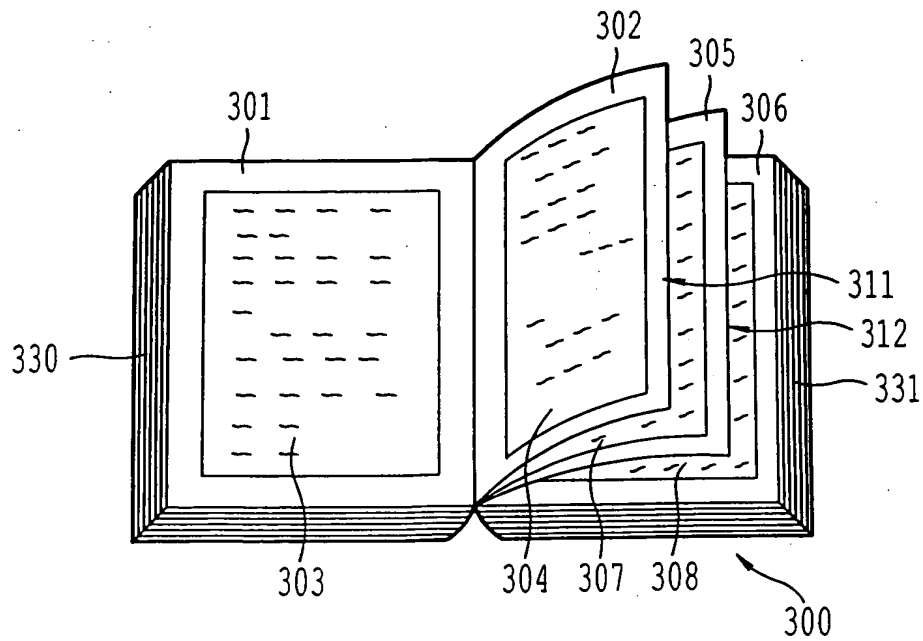


FIG. 3B

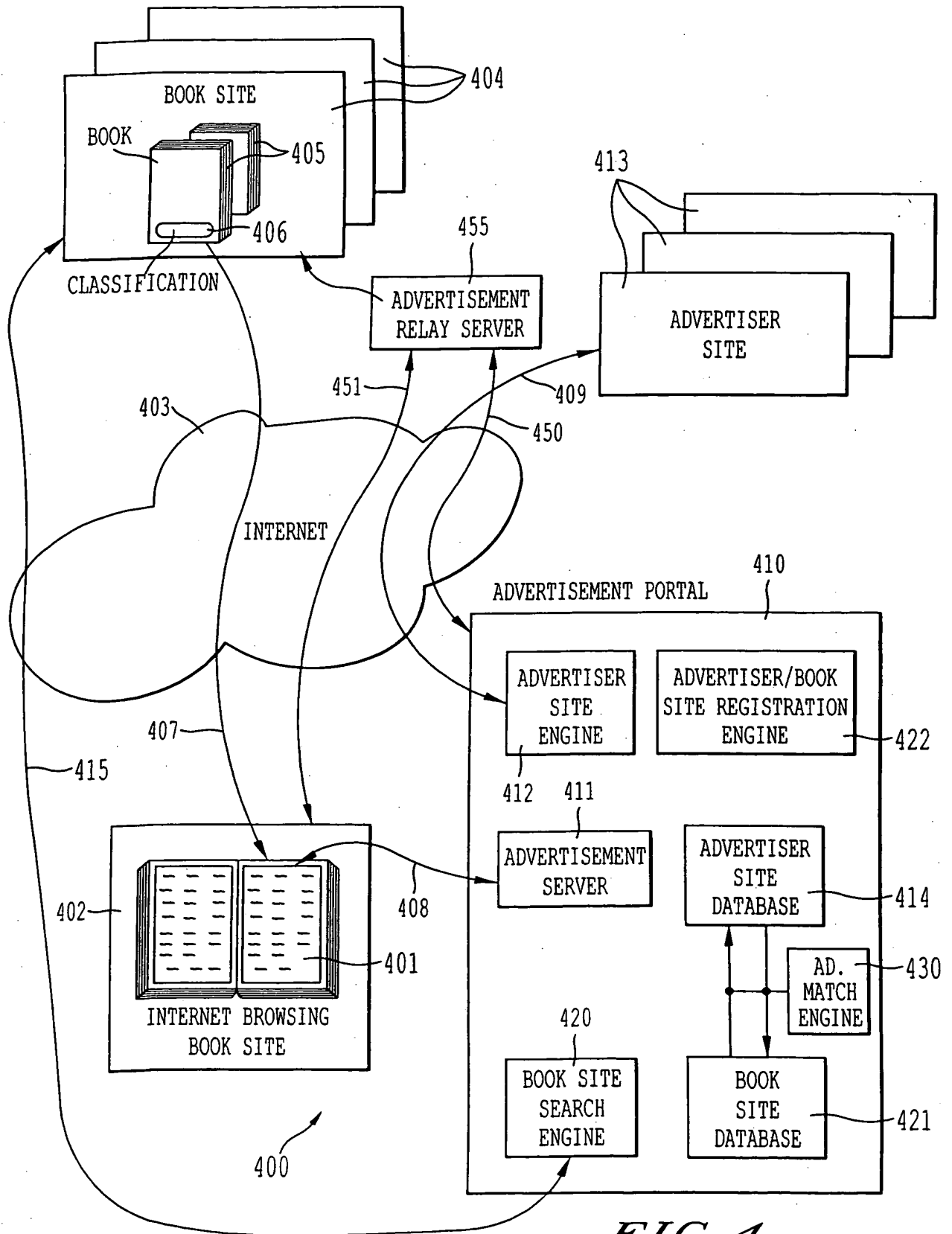


FIG. 4

501 — ADVERTISEMENT REQUEST (PULL)

SPECIFIC	CATEGORY
<input type="radio"/> 502	<input type="radio"/> 502
NAME	NAME
<input type="text"/> 504	<input type="text"/> 505
TIME OF DISPLAY	<input type="text"/> 506
LENGTH OF DISPLAY TIME	<input type="text"/> 507
DIMENSION OF AD.	<input type="text"/> 508
POSITION IN BOOK	<input type="text"/> 509
RATES OFFERED	<input type="text"/> 510
<input type="button" value="GO"/> 511	

FIG. 5A

531 — ADVERTISEMENT OFFER (PUSH)

SPECIFIC	CATEGORY
<input type="radio"/> 532	<input type="radio"/> 532
NAME	NAME
<input type="text"/> 534	<input type="text"/> 534
TIME OF DISPLAY	<input type="text"/> 536
LENGTH OF DISPLAY TIME	<input type="text"/> 537
DIMENSION OF AD.	<input type="text"/> 538
POSITION IN BOOK	<input type="text"/> 539
RATES REQUESTED	<input type="text"/> 540
<input type="button" value="GO"/> 541	

FIG. 5B

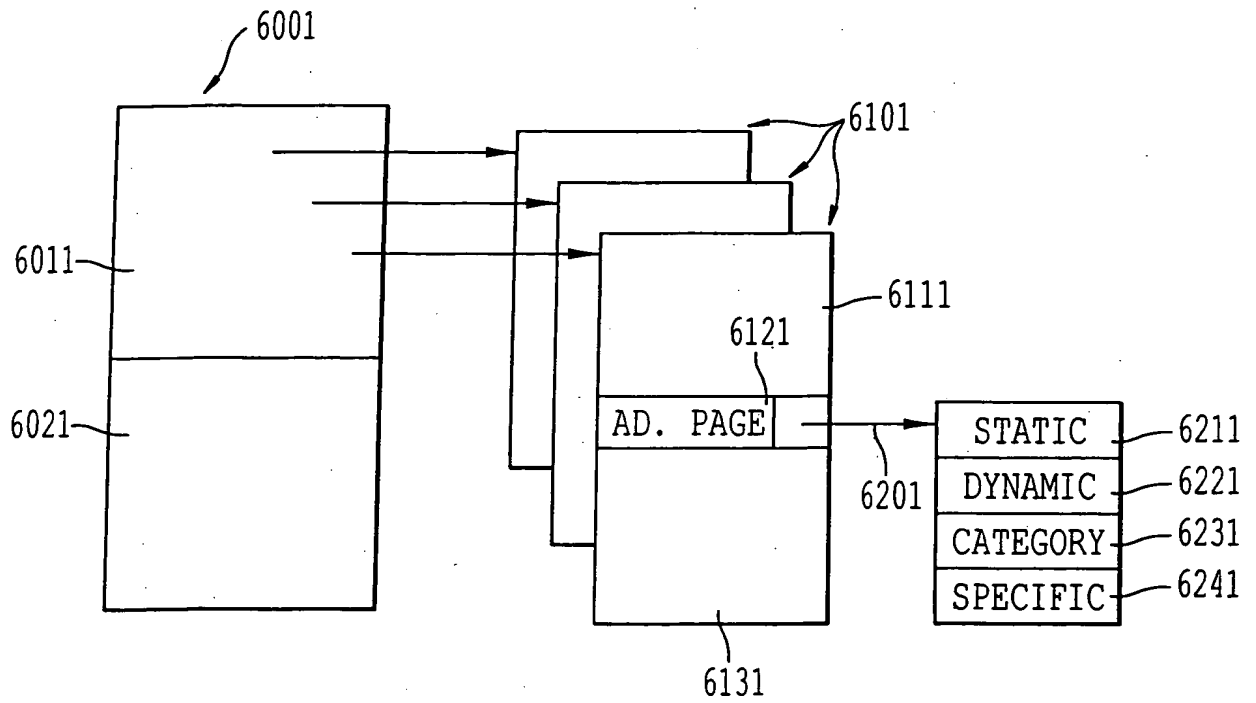


FIG. 6

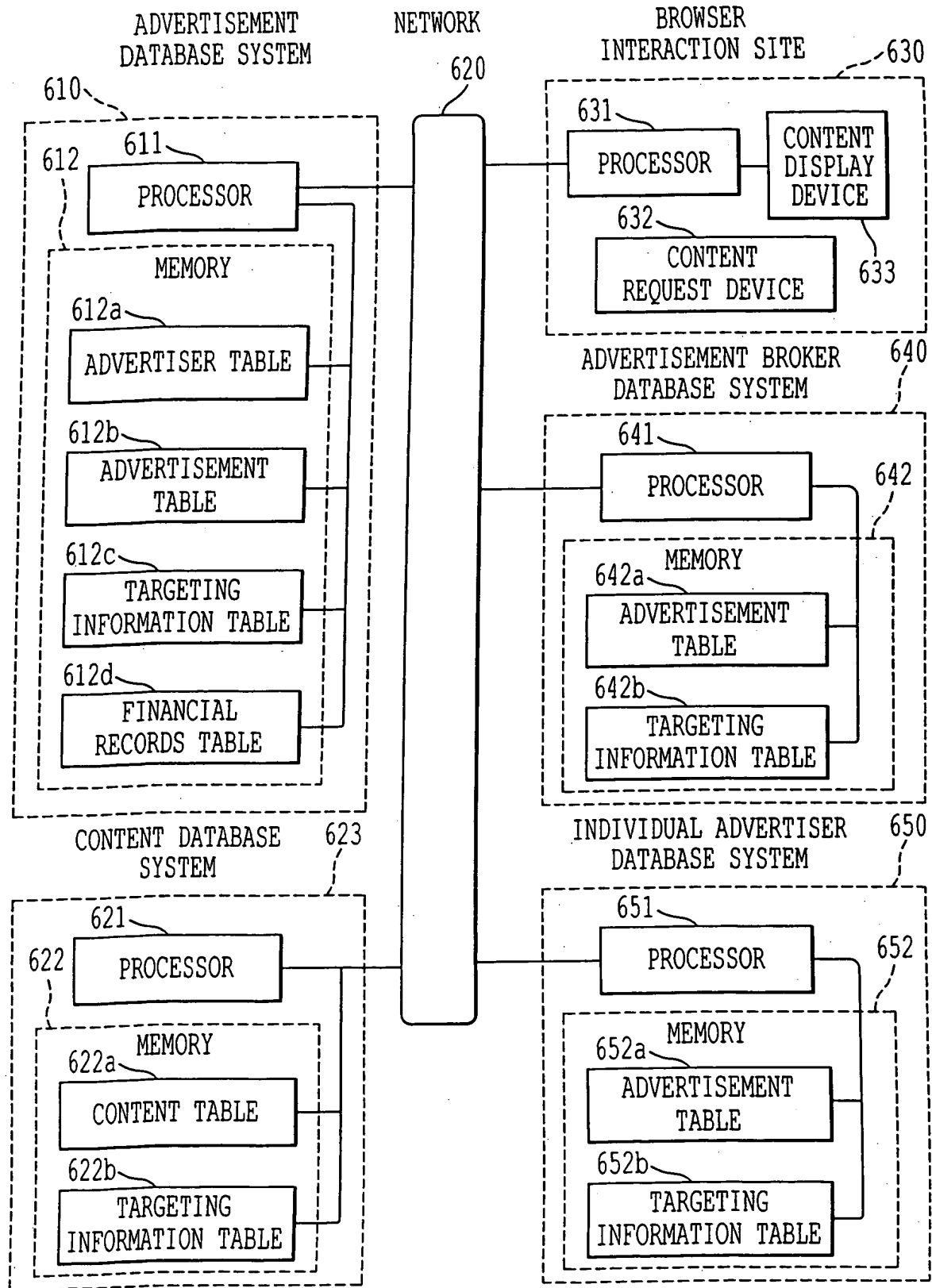


FIG. 7

DATA RECORD A	
START INDICATOR	710a
RECORD ID #	710b
ADVERTISEMENT NAME	710c
DEMOGRAPHIC FACTOR 1	710d
DEMOGRAPHIC FACTOR 2	710e
DEMOGRAPHIC FACTOR N	710f
END INDICATOR	710g

710

FIG. 8a

DATA RECORD B	
START INDICATOR	720a
RECORD ID #	720b
CONTENT NAME	720c
DEMOGRAPHIC INFO 1	720d
DEMOGRAPHIC INFO 2	720e
DEMOGRAPHIC INFO 3	720f
DEMOGRAPHIC INFO N	720g
END INDICATOR	720h

720

FIG. 8b

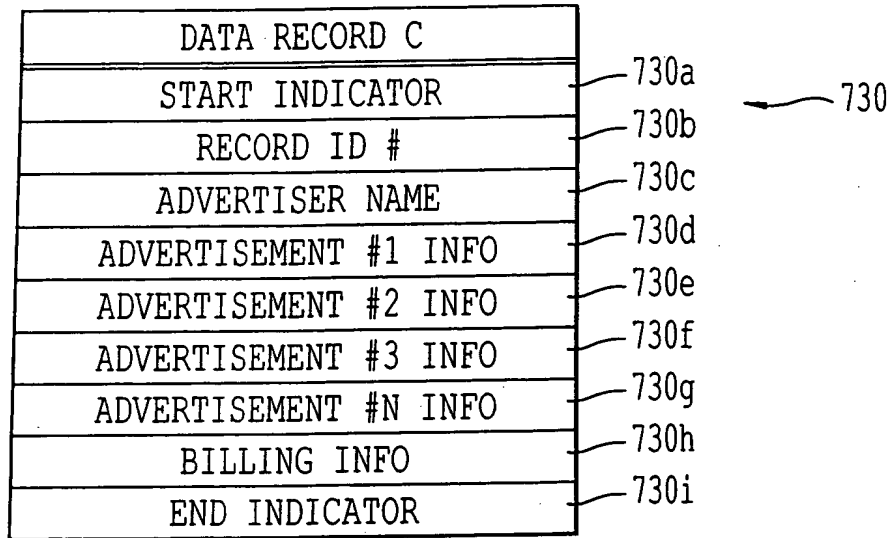


FIG. 8c

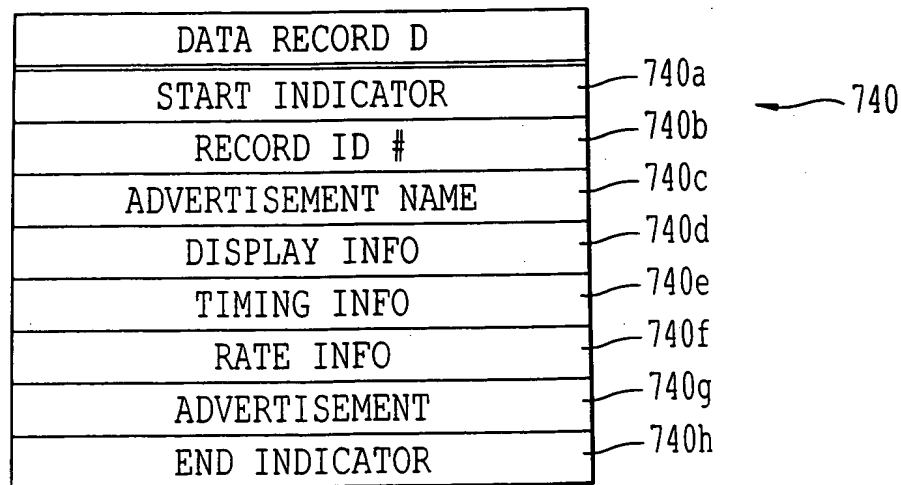


FIG. 8d

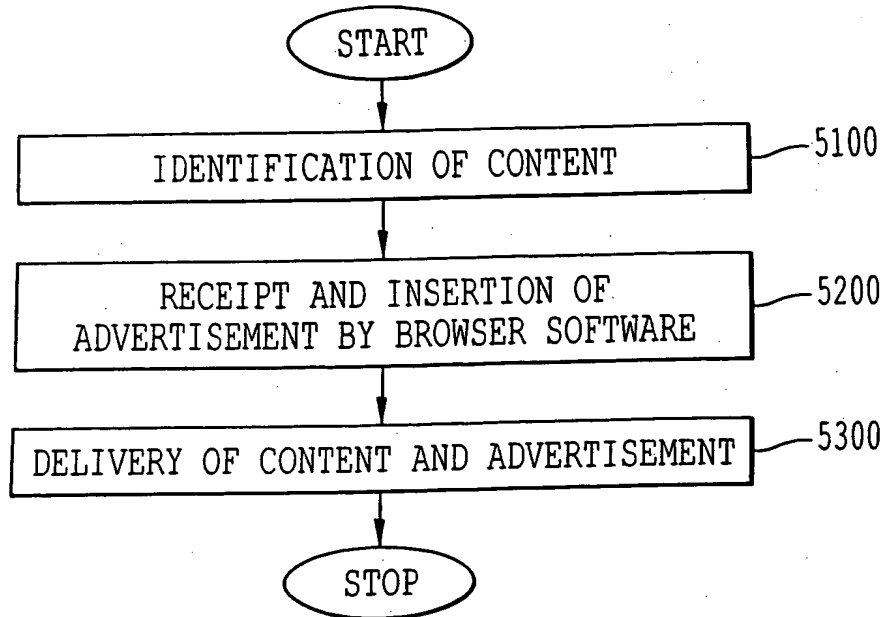


FIG. 9

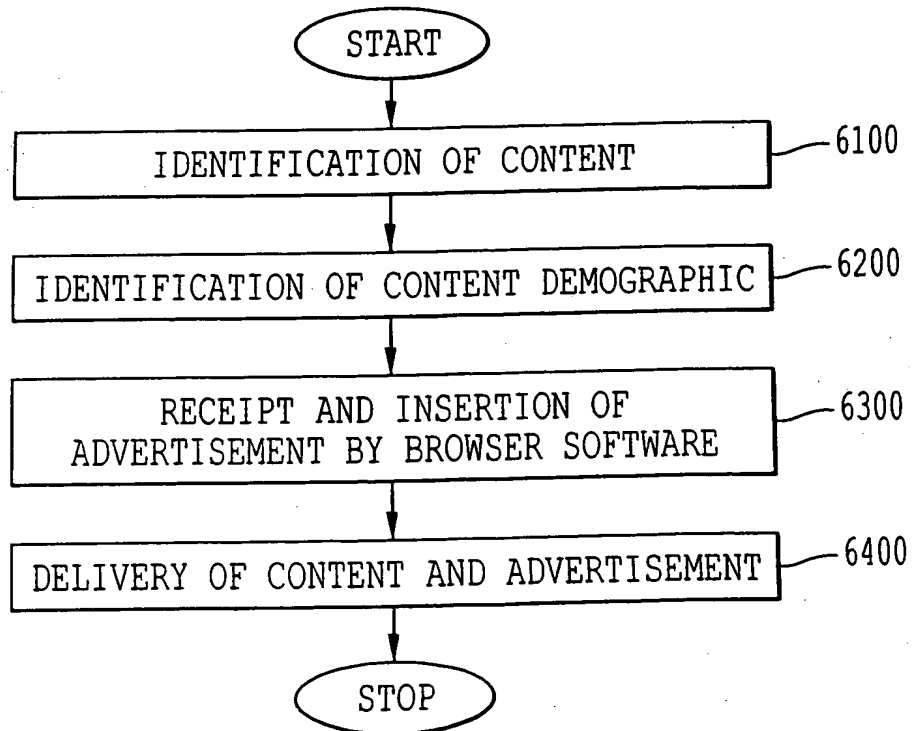


FIG. 10

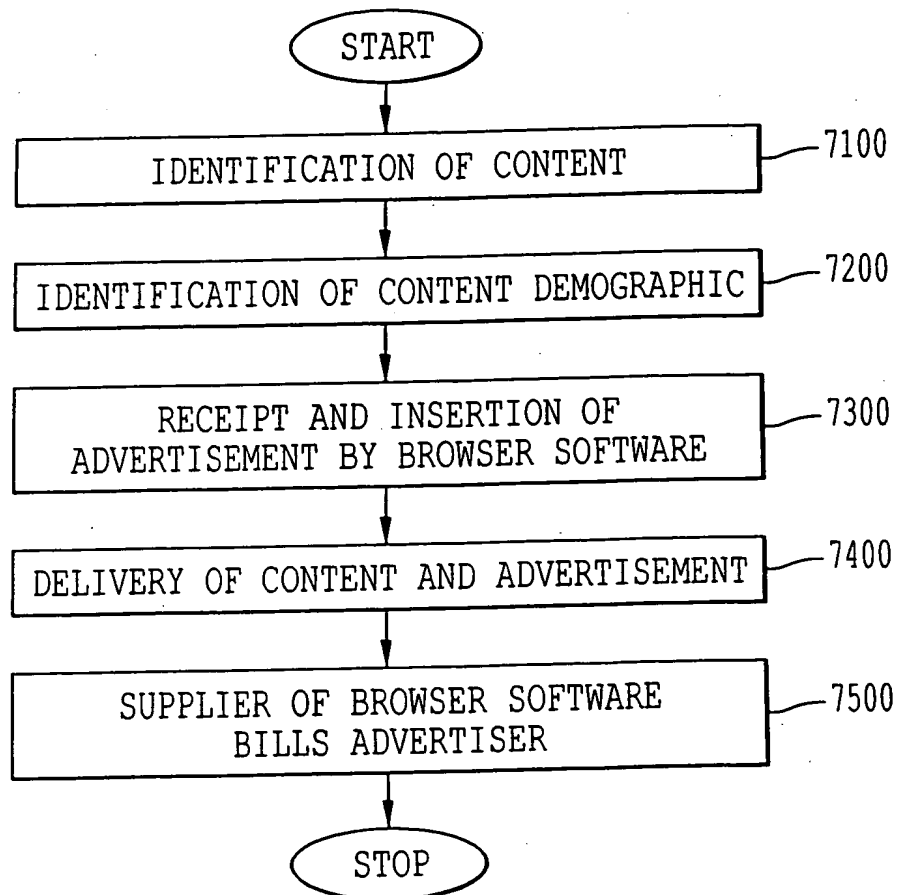


FIG. 11

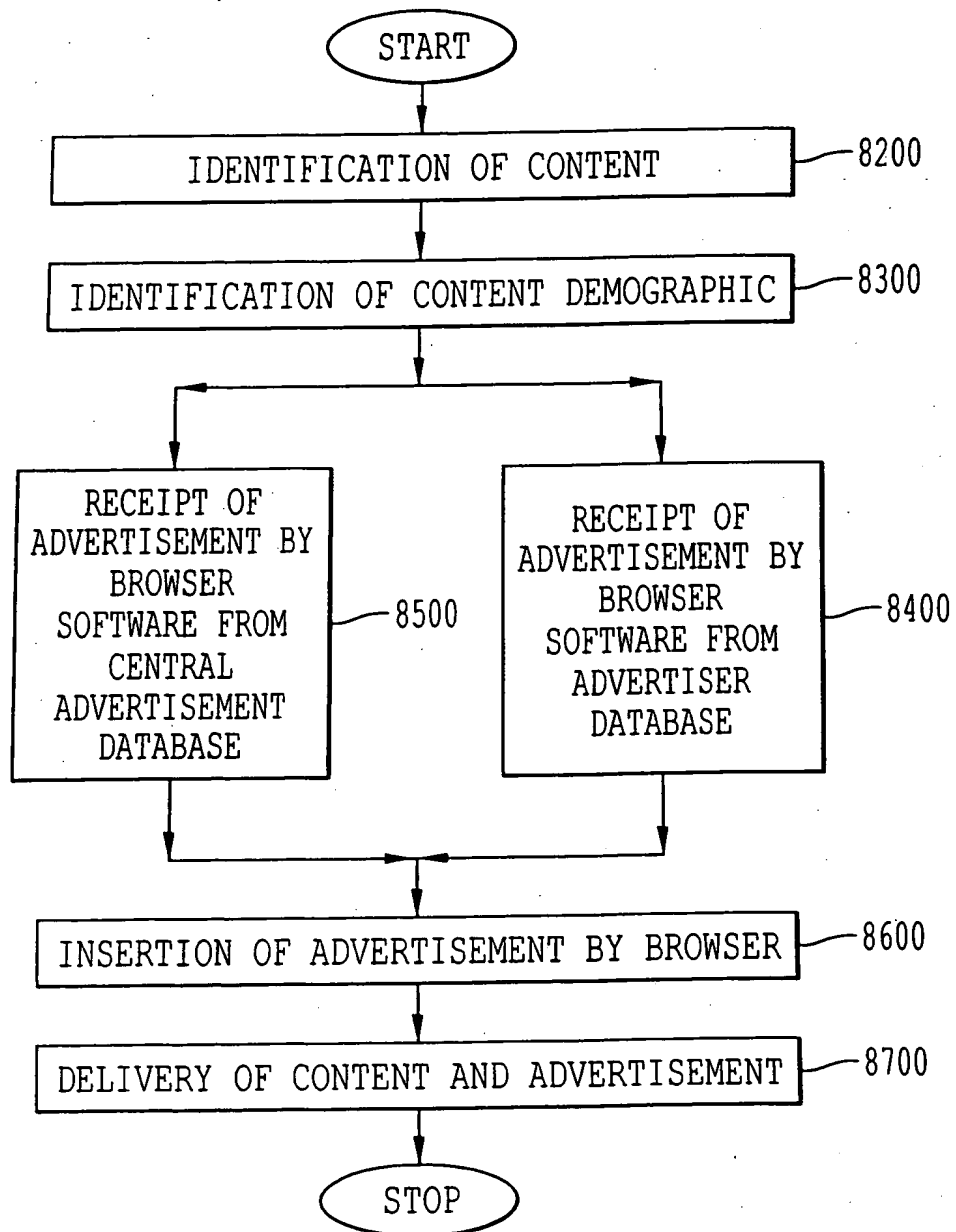


FIG. 12

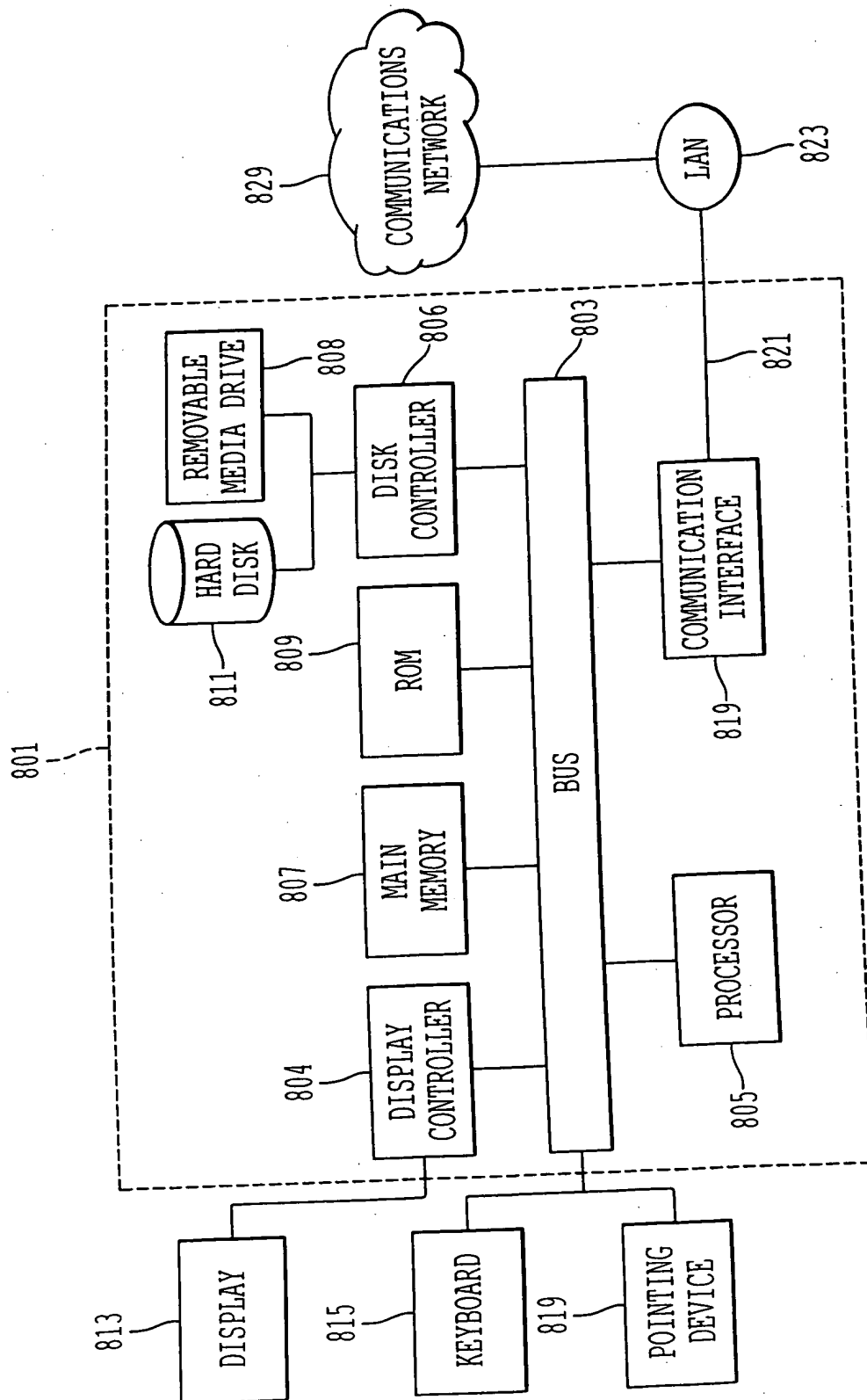


FIG. 13

	TRADITIONAL BOOKS	NEWSPAPERS/MAGAZINES	TELEVISION/MOVIES	INTERNET DATA TRANSMISSION
DO THEY ADVERTISE...	OTHERS?	OTHERS?	OTHERS?	OTHERS?
	SELF?	SELF?	SELF?	SELF?
CONTENT CREATOR	Y Y	Y Y	Y Y	Y Y
	AUTHOR	STAFF AUTHORS	STATION STUDIOS	AUTHORS
		PRIVATE AUTHORS	PRIVATE STUDIOS	STUDIOS
				ETC.
CONTENT "PUBLISHER"	Y N	Y Y	Y Y	Y Y
	BOOK PUBLISHER	MAGAZINE/NEWSPAPER PUBLISHER	TV NETWORKS/STATIONS	WEB PUBLISHER
DISPLAY DELIVERY	N N	N N	Y Y	N N
	BOOK PRINTER	PRINTER	"BROADCASTER"	WEB HOST
	BOOK DISTRIBUTOR	DISTRIBUTOR	TV/THEATER MANUFACTURER	ISP
				BROWSER PRODUCER
				MONITOR MANUFACTURER
				Y N

FIG. 14
PRIOR ART